

The SmART Initiative

An arts-driven economic development plan for the cities and towns of North Carolina



Created by a task force of civic, economic development, and arts leaders from across the state.

- Burnsville
- Durham
- Goldsboro
- Kinston
- Wilson



SmART Towns & Cities

As a result of the Task Force recommendations, the N.C. Arts Council is funding five demonstration projects that are showing how the arts transform downtowns and fuel sustainable economic development.

SmART Towns & Cities

- Work as a partnership that includes the arts, economic development sector, local government and private developers.
- Create a local resource team that works with NC Arts Council staff and expert consultants.
- Envision plans large enough in scope and scale to transform the community in a significant way and demonstrate strong potential for sustainable economic development.
- Engage community and key stakeholders through public and individual meetings and focus groups.
- Receive \$15,000 - \$30,000 grants each year for 3 - 5 years to plan and implement SmART projects. Each community must raise matching funds.



Burnsville SmART Initiative

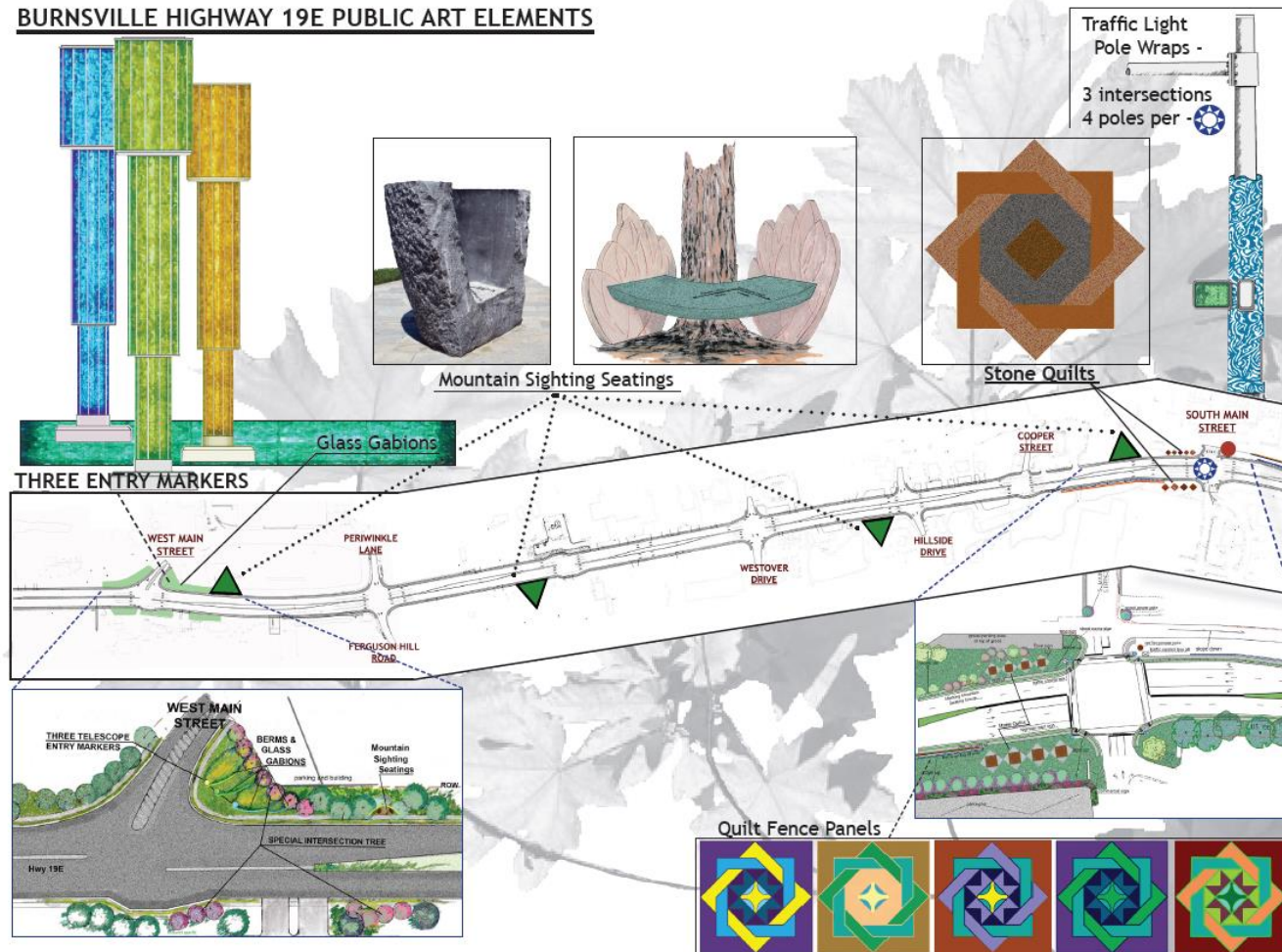
- Oldest Town Square in State
- Home to one of 30 International Dark Sky Parks, which will house largest public telescope in Southeast
- Eighteen mountain ranges over 6,300 feet including Mount Mitchell, the tallest peak east of the Mississippi.
- 58 professional glass artists live in Burnsville area

Collaboration with DOT as it develops 19E as a Scenic Byway



Nationally known artist [Jack Mackie](#) was selected by Local Resource Team to create an artscape vision plan to enhance 19E gateway and town streetscapes to attract more visitors, residents and businesses.

BURNSVILLE HIGHWAY 19E PUBLIC ART ELEMENTS



Vision plan recommends using quilt designs, stone seating and telescopic glass markers to enhance 19E entranceway into Burnsville.

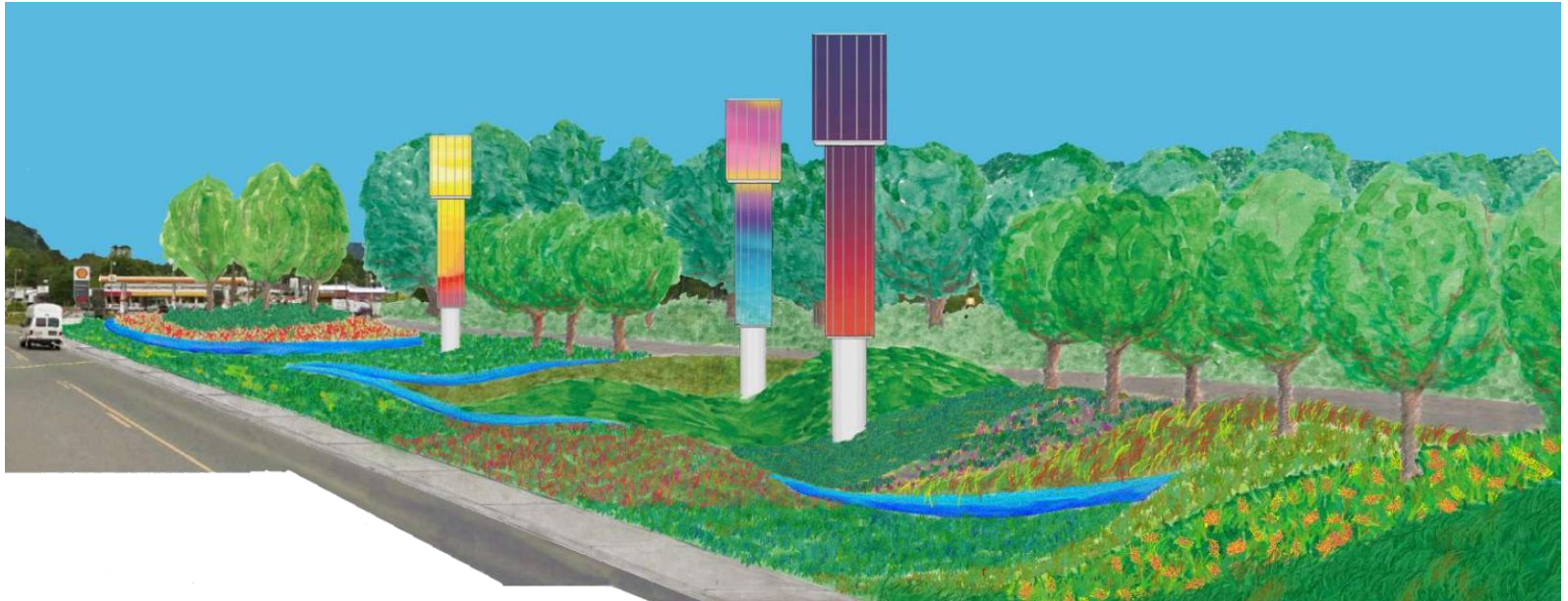


West Main Gateway Before

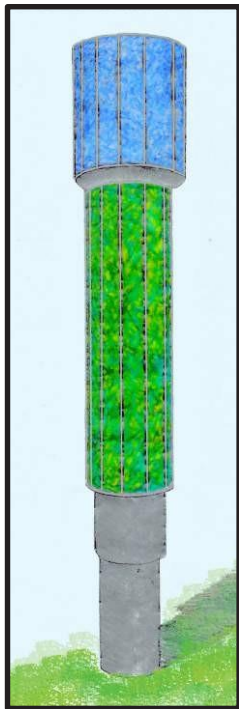


- West Main Telescope Marker colors are drawn from Appalachian sunsets.
- East Main Telescope Marker colors are drawn from Appalachian sunrises.
- Glass Gabion Wall colors are drawn from Appalachian streams.

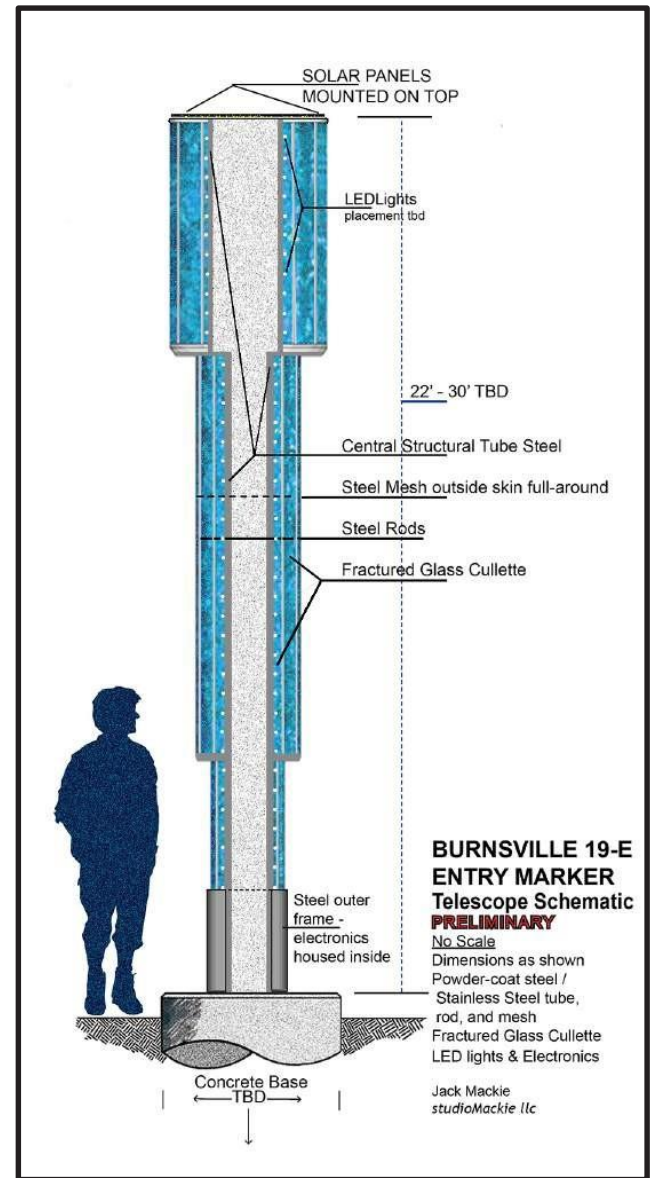
East Main at 19E to the West – **BEFORE**



East Main at 19E to the West – **AFTER**



Concept Studies



Nationally Known Burnsville Artists are Helping Create Glass Components of Gateway



Rob Levin

Kenny Pieper



Prototype of glass telescope



Consultant David Quinn is working with Town planning board on:

- Assessment of historic and vacant buildings for private investment
- Finding a buyer for the historic Nu Wray Inn (shown left)
- Securing an Historic District designation
- Renovation of historic library building (shown right) as new home for Arts Council

Burnsville SmART Initiative

Burnsville has a population of 1,700 and is in a Department of Commerce designated Tier 1 county

- Town of Burnsville adopted SmART vision plan and committed 2% of capital improvement project funds to implement plan.
- Community has raised more than \$300,000 in funds from national, local and state sources.
- Nu Wray Inn sold and re-opened as bed and breakfast.
- County completed first phase of Library renovation.
- Four new restaurants have opened in 2015.



Durham SmART Initiative

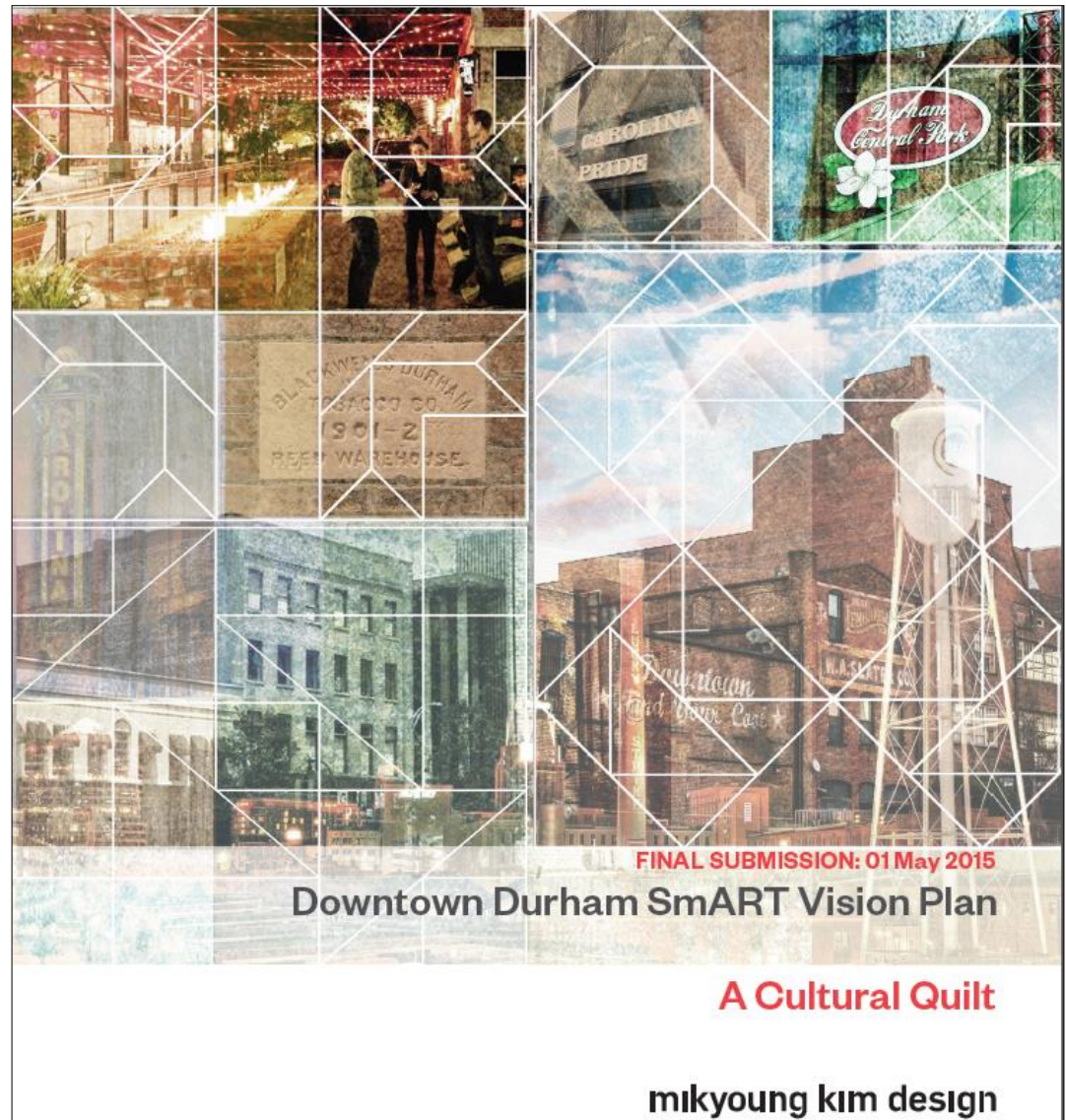
Creating an arts and entertainment corridor along Blackwell, Corcoran and Foster Street to:

- Improve walkability and connectivity
- Enhance visitor and resident experiences
- Increase spending in arts venues, hotels, restaurants, shops and bars
- Encourage private developers to provide funding for artscape and public art along the corridor



- Corridor links Durham's major arts and entertainment venues, restaurants, hotels, music clubs and shops but is unappealing and difficult to walk.
- Barriers include railroad tracks, drab buildings and no lighting or signage.
- More than \$200 million in private development is occurring on corridor over next 3 years.

Local Resource Team
chose internationally
renowned Mikyoung Kim
Design firm to create
artscape vision plan
for corridor.





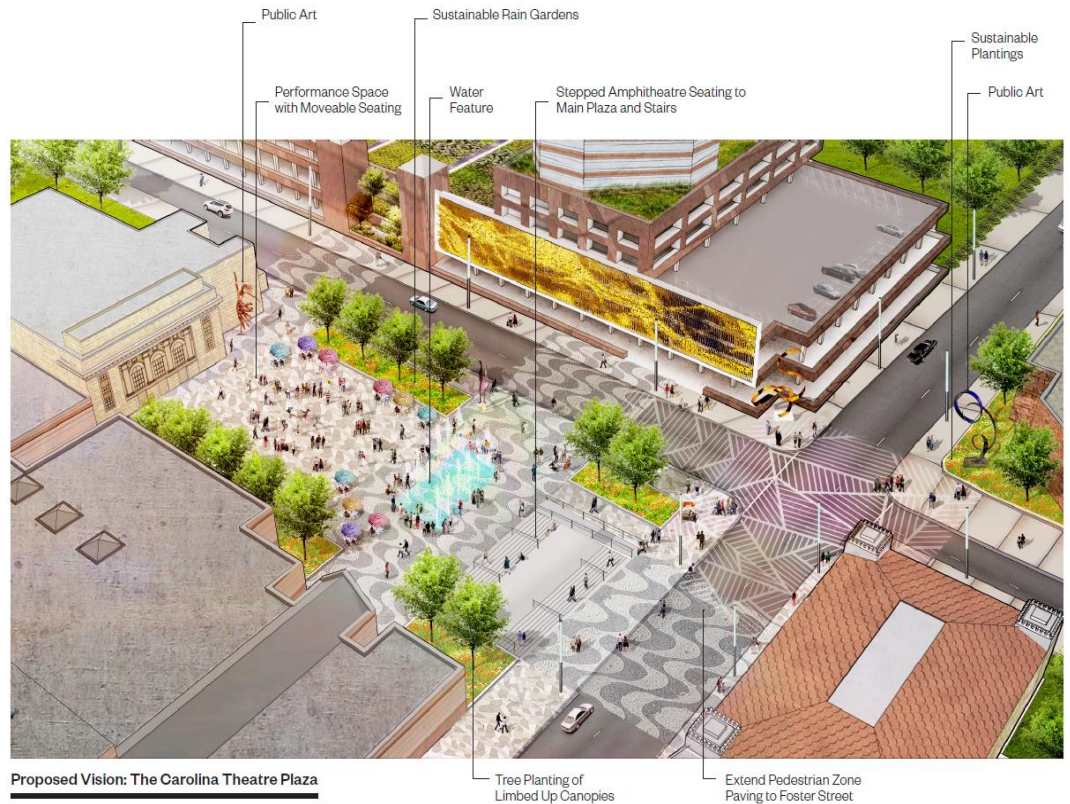
Day and night views of enhanced back side of Main Street or the “Main Street Back Porch,” which faces DPAC, American Tobacco and the ball park.

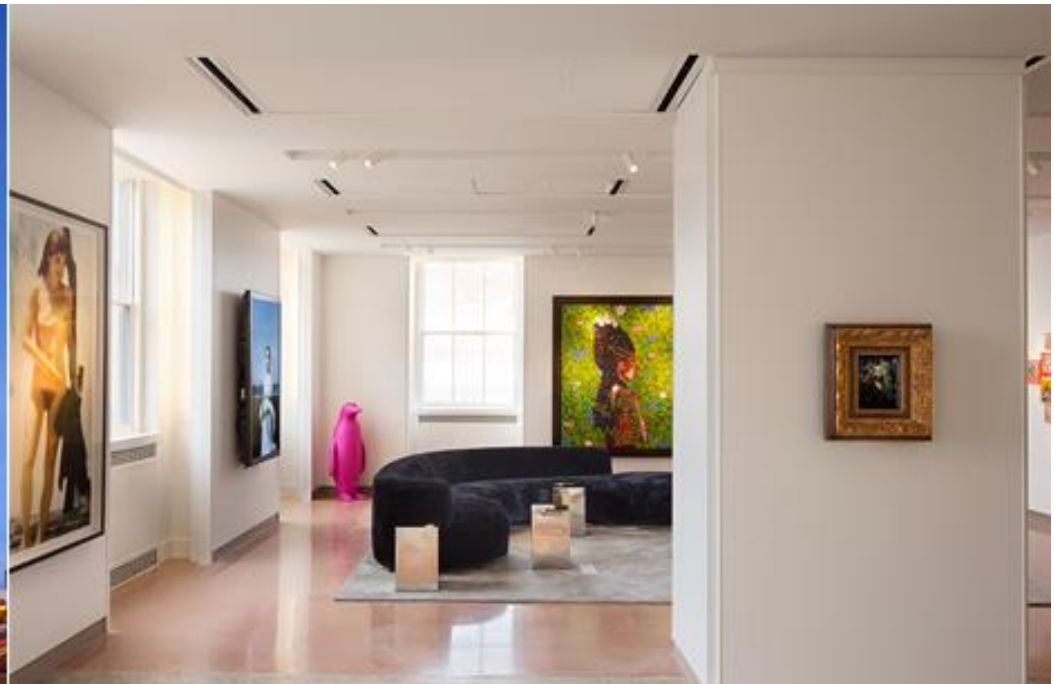




Current view of Carolina Theatre and Convention Center Plaza. Trees and plaza design limit views and use of plaza for outdoor activities.

Vision Plan suggests open plan with seating, splash pool, portable stage and public art.





- City of Durham, private developers, Duke University and Downtown Durham, Inc. (DDI) have provided funds and are committed to project.
- The artscape plan will be included in DDI's new Durham Master Plan.
- Three new hotels have opened within the last nine months on the corridor including 21C Museum Hotel, which has agreed to provide artwork and support for enlivening the Central Plaza.



Goldsboro SmART Initiative

- With Main Street Solutions grant, the Arts Council of Wayne County renovated a former office building to be its new home in 2012.
- In 2013, Goldsboro received a USDOT TIGER grant to complete a downtown streetscape plan.

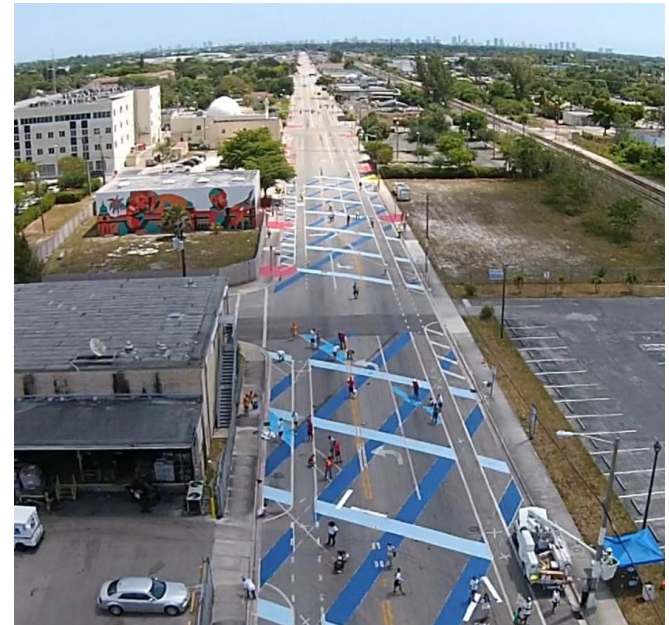


Paramount Theatre
Restoration

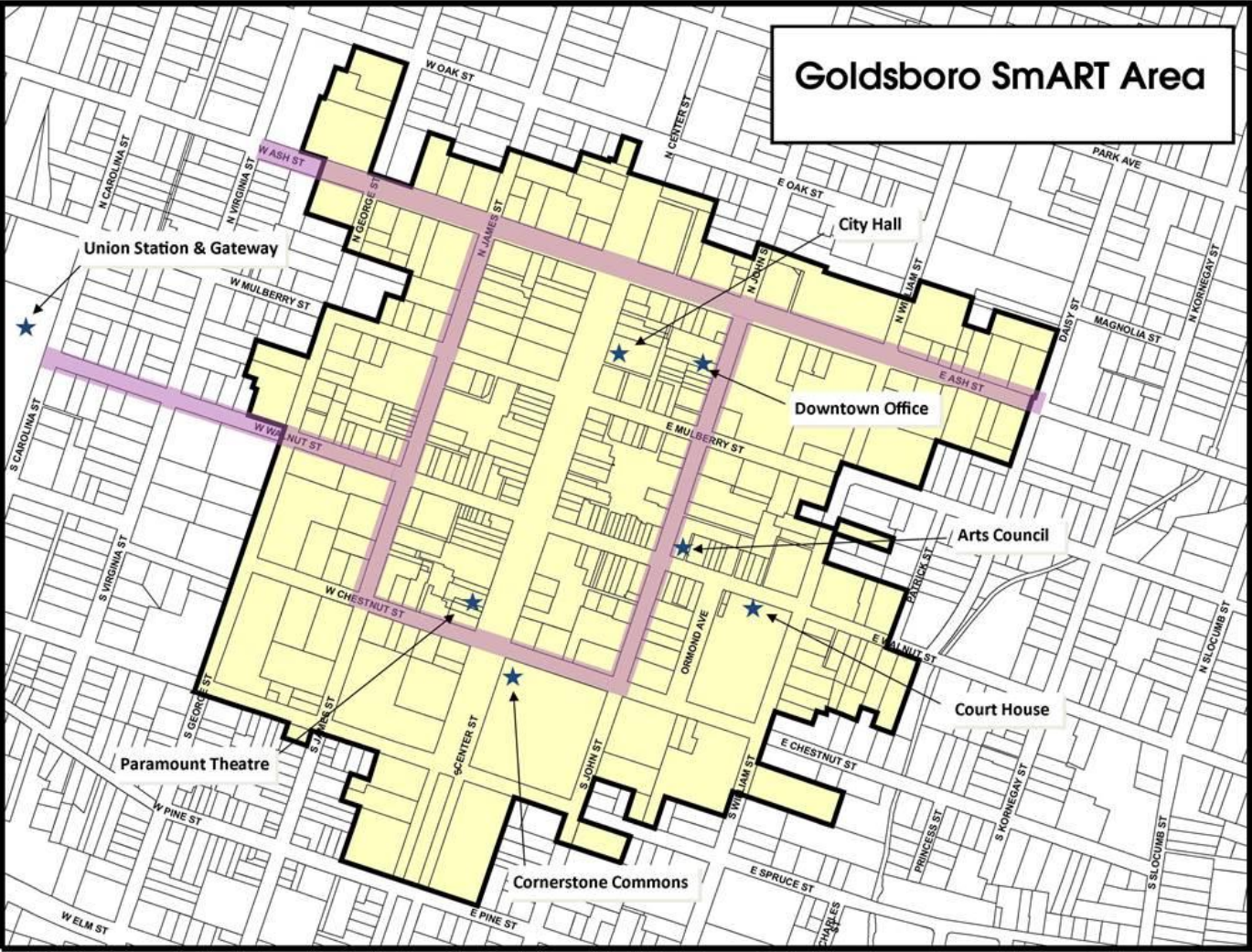
- Rodney Swink, former NC Main Street director, is consulting with Goldsboro Downtown Development, owners and developers to examine existing building stock (including historic properties).
- Swink has recommended redevelopment options for live/work space, artist studio and related space and cultural amenities (e.g. brewpubs, music venues, galleries, coffee shops, bookstores).

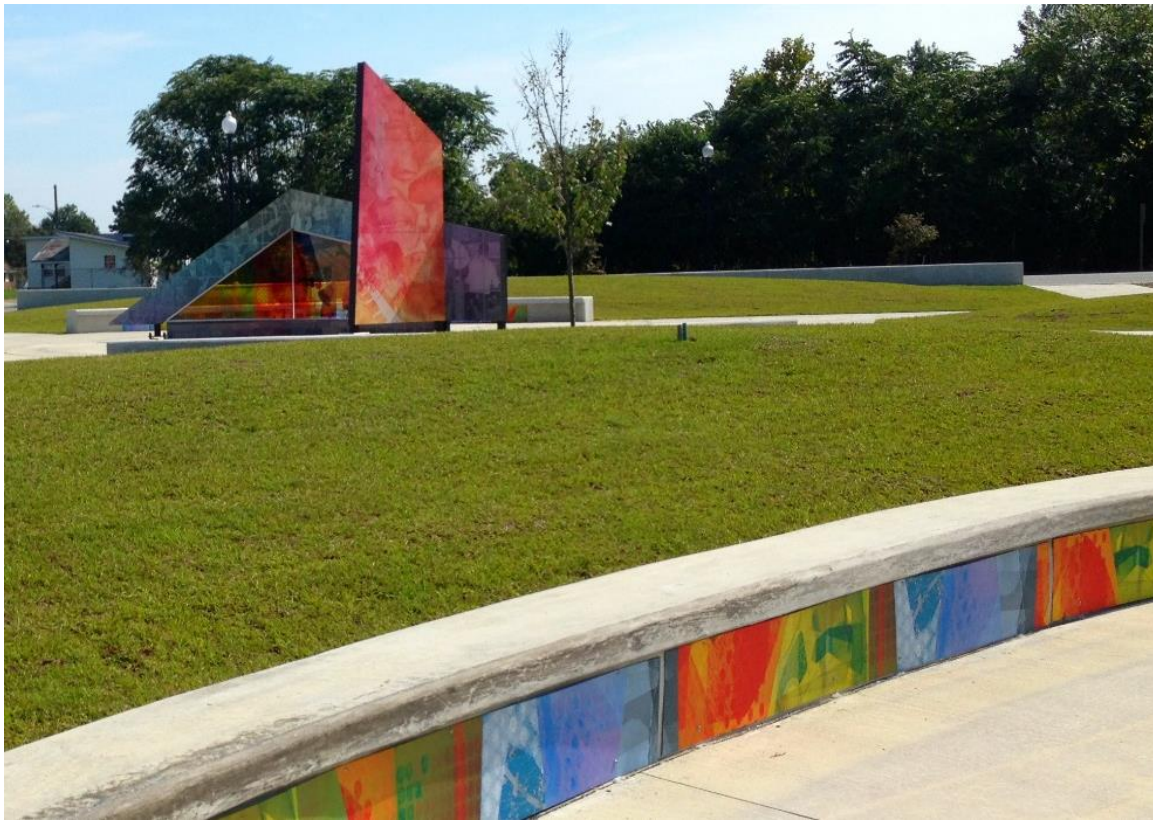


The Local Resource Team has selected [Walter Hood](#) to develop an artscape plan for its SmART District.



Goldsboro SmART Area





Kinston SmART Initiative

The Kinston Music Park is part of the Arts Council's African American Music Trail project and was built to celebrate the important contributions of African American musicians from eastern North Carolina.



Developer Stephen Hill is renovating 46 houses in historic Mitchelltown into affordable artist studios and residences. Area has been designated as Arts and Cultural District.





An abandoned historic building was restored to house Mother Earth, a green-conscious brewery and distillery with solar-powered taproom, tours and beer garden.



Chef Vivian Howard returned home from New York to open Chef & the Farmer, featured in the PBS show *A Chef's Life*.

- There has been more than \$30 million in private investment in downtown since the construction for the park began.
- More than \$500,000 has been raised from national and state foundations and local and state government.



Public artist [Thomas Sayre](#) is creating 7 tobacco barn facades to mark the entrance to the Arts and Cultural District.

Wilson SmART Initiative

City of Wilson purchased two-acre lot in downtown Wilson for a park to honor renowned whirligig artist Vollis Simpson.





- A downtown warehouse was donated to establish Conservation Headquarters so that 31 whirligigs from Vollis Simpson's farm in nearby Lucama could be moved and restored.
- The project funds approximately 20 jobs per year.



28 whirligigs have been restored and 16 have been installed on the park site.





Park construction has begun and should be completed by 2017.



- Community Task Force has raised several million dollars from national, state and local sources.
- Over \$20 million in private and public investment has been generated within a two block radius of the park including brewpubs, residential apartments and restaurants.